

REMARKS

1. Summary of Office Action

In the Office Action mailed April 5, 2007, the Examiner indicated that the application contains claims directed to the following patentably distinct species:

A) Selecting/displaying an ad when pausing (claims 31, 39, 45, 52);

B) Selecting/displaying an ad when showing a program guide (claims 32, 40, 46, 53); and

C) Selecting/displaying an ad when showing a zone program guide (claims 33, 41, 47, 54).

The Examiner indicated Applicant is required to elect a single disclosed species for prosecution on the merits. The Examiner indicated claims 1-30, 34-38, 42-44, and 48-51 are generic.

2. Election of Claims

In response to the Office Action mailed April 5, 2007, Applicant elects Group A, i.e., claims 31, 39, 45, 52.

3. Amendments and Pending Claims

Applicant has withdrawn claims 32, 33, 40, 41, 46, 47, 53, and 54, and has amended claim 19 to correct a typographical error. Now pending in this application are claims 1-31, 34-39, 42-45, and 48-52.

4. Conclusion

Applicant respectfully requests the Examiner to enter this Preliminary Amendment and Election.

Respectfully submitted,

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